

2015 MARKETING OPPORTUNITIES

# THE MARYLAND BANKER



## Our Members Are Your Best PROSPECTS

### Start building stronger business relationships today.

*The Maryland Banker*, the official magazine of the Maryland Bankers Association, is the only magazine exclusively dedicated to the banking community throughout Maryland. The quarterly publication reaches all 134 Maryland banks – providing complete coverage to a variety of decision-makers.

With a distribution of approximately 5,000, and powerful content from experts, analysts and a variety of banking specialists, this is an outstanding advertising outlet for those doing business with the banking community. Featuring in-depth articles and coverage of the constantly changing market, *The Maryland Banker* is part of the glue that binds members, the association and the industry as a whole. It is turned to first, for industry news and vital market information.

With *The Maryland Banker*, you're reaching decision-makers – including CEOs, executives, managers and specialists and those who are most involved with their association and the industry. This is your direct route to get your message in front of successful C-level financial executives.



To learn more about **The Maryland Banker** or to customize a marketing program unique to your business needs, call **800-356-8805 ext. 307** or email [advertising@thewarrengroup.com](mailto:advertising@thewarrengroup.com).

#### MEDIA SOLUTIONS

##### > PRINT

Quarterly Magazine **The Maryland Banker**

##### > ONLINE

Website and Digital Magazine Advertising  
Direct Email Marketing

##### > EVENTS

Sponsorship and Exhibitor Opportunities at **BankNext**



The Official Publication of the Maryland Bankers Association

# Benefits of Trade Publications

Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.

With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.

The Association of Business Information & Media Companies, July 2013

Print had the most influence over actual purchases  
45% of respondents say ads in print magazines inspired a purchase. 40% indicated that digital editions motivated them to buy.

— Rochester Institute of Technology, April 2014

## Which of the following actions have you taken after reading your state banking magazine?

|                                                                                |     |
|--------------------------------------------------------------------------------|-----|
| Visited a company's website .....                                              | 64% |
| Passed the magazine or information on to a colleague or business contact ..... | 59% |
| Saved an ad or article for future reference .....                              | 37% |
| Conducted further research .....                                               | 29% |
| Contacted a company for more information .....                                 | 15% |
| Recommended a product or service .....                                         | 14% |
| Purchased a product or service .....                                           | 9%  |



## DIGITAL SOLUTIONS



### DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Call about our Direct Email Service.

### DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

**Top & Bottom Banner** (728 x 90) \$450, **Square** (300 x 250) \$350

Digital editions are delivered by a dedicated email that will highlight the top stories and open the high-quality, page-turning and mobile-ready issue with no additional links or clicks. All URLs and email addresses are live within the digital version.

### DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smartphones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5" x 5" \$755**

### SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of banking magazines to our audience. Your story description can bring interested bankers right to your website to learn about the latest industry trends and products.

# ADVERTISING RATES

## PRINT DIMENSIONS



## ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

## SENDING ADVERTISING MATERIALS

Email your ad rep or [advertising@thewarrenrengroup.com](mailto:advertising@thewarrenrengroup.com). Please use the advertiser's name in the subject line of the email.

**SENDING LARGE FILES:** [www.wetransfer.com](http://www.wetransfer.com)

## ADVERTISING RATES

| AD SIZE                                           | 4 TIMES | 1 TIME  |
|---------------------------------------------------|---------|---------|
| <b>Full Page</b> (bleeds) 8.375" w x 10.875" h    | \$2,240 | \$2,520 |
| <b>2/3 Page</b> 4.75" w x 9.75" h                 | \$1,790 | \$2,015 |
| <b>Half Page</b> 7.25" w x 4.75" h                | \$1,570 | \$1,765 |
| <b>1/3 Page</b> 4.75" w x 4.75" h                 | \$1,230 | \$1,385 |
| <b>Back Cover</b> (bleeds) 8.375" w x 10.875" h   | \$2,690 | \$3,025 |
| <b>Inside Cover</b> (bleeds) 8.375" w x 10.875" h | \$2,575 | \$2,900 |

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

## 2015 DEADLINES AND ISSUE DATES

| Issues           | Space Closes | Material Due | Issue Date |
|------------------|--------------|--------------|------------|
| Quarter 1        | 11/7         | 11/14        | 12/19      |
| Quarter 2        | 1/30         | 2/6          | 3/17       |
| Quarter 3        | 5/8          | 5/15         | 6/19       |
| Quarter 4        | 7/31         | 8/7          | 9/11       |
| Quarter 1 (2016) | 11/6         | 11/13        | 12/18      |

## ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 800-356-8805 ext. 307 today for details.**